



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

# CONTRACT

<u>Contract / Revision</u>		<u>Alt Order #</u>
559880 /		07888606
<u>Product</u>		
Crossroads GPS		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/02/12 - 10/08/12	12/11/739	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
Crossroads GPS	07/09/12 / 10/01/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WTKR	Jamie Andrus	Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
8433	12	11
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Crossroads Media, LLC.**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots Amount
V 1 3	10	10/02/12	10/05/12	NewsChannel 3 News	5-6am		:30			NM	4 \$3,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/01/12	10/07/12	-TWTF--					4	\$780.00		
V 2 3	10	10/08/12	10/08/12	NewsChannel 3 News	5-6am		:30			NM	1 \$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/08/12	10/14/12	M-----					1	\$780.00		
V 3 3	10	10/02/12	10/05/12	Newschannel 3 News	6-7am		:30			NM	4 \$4,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/01/12	10/07/12	-TWTF--					4	\$1,010.00		
V 4 3	10	10/08/12	10/08/12	Newschannel 3 News	6-7am		:30			NM	1 \$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/08/12	10/14/12	M-----					1	\$1,010.00		
V 5 3	10	10/02/12	10/05/12	CBS This Morning	7-9a		:30			NM	4 \$1,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/01/12	10/07/12	-TWTF--					4	\$340.00		
V 6 3	10	10/08/12	10/08/12	CBS This Morning	7-9e		:30			NM	1 \$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/08/12	10/14/12	M-----					1	\$340.00		
V 7 3	10	10/06/12	10/06/12	Early Show Saturday	9-11am		:30			NM	1 \$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/01/12	10/07/12	-----S-					1	\$250.00		
V 8 3	10	10/07/12	10/07/12	CBS Sunday Morning	9-1030am		:30			NM	1 \$1,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/01/12	10/07/12	-----S					1	\$1,660.00		
V 9 3	10	10/07/12	10/07/12	Face the Nation	1030-11am		:30			NM	1 \$1,995.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/01/12	10/07/12	-----S					1	\$1,995.00		
V 10 3	10	10/02/12	10/05/12	Price Is Right	11am-12n		:30			NM	4 \$4,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/01/12	10/07/12	-TWTF--					4	\$1,010.00		
V 11 3	10	10/08/12	10/08/12	Price Is Right	11am-12n		:30			NM	1 \$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/08/12	10/14/12	M-----					1	\$1,010.00		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision 559880 /	Alt Order # 07888606
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Contract Dates 10/02/12 - 10/08/12	Product Crossroads GPS	Estimate # 12/11/739
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Advertiser Crossroads GPS	Original Data / Revision 07/09/12 / 10/01/12
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Amount
N 12 3		10/02/12	10/05/12	Newschannel 3 News	12n-1230pm		:30			NM	4 \$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/01/12		10/07/12		-TWTF--				4	\$675.00		
N 13 3		10/08/12	10/08/12	Newschannel 3 News	12n-1230pm		:30			NM	1 \$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12		10/14/12		M-----				1	\$675.00		
N 14 3		10/02/12	10/05/12	Ellen Degeneres 3pm	3-4pm		:30			NM	4 \$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/01/12		10/07/12		-TWTF--				4	\$675.00		
N 15 3		10/08/12	10/08/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1 \$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12		10/14/12		M-----				1	\$675.00		
N 16 3		10/02/12	10/05/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4 \$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/01/12		10/07/12		-TWTF--				4	\$850.00		
V 17 3		10/08/12	10/08/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1 \$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12		10/14/12		M-----				1	\$850.00		
V 18 3		10/02/12	10/05/12	Newschannel 3 News	5-530pm		:30			NM	4 \$3,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/01/12		10/07/12		-TWTF--				4	\$880.00		
V 19 3		10/08/12	10/08/12	Newschannel 3 News	5-530pm		:30			NM	1 \$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12		10/14/12		M-----				1	\$880.00		
V 20 3		10/02/12	10/05/12	Newschannel 3 News	530-6pm		:30			NM	4 \$3,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/01/12		10/07/12		-TWTF--				4	\$880.00		
V 21 3		10/08/12	10/08/12	Newschannel 3 News	530-6pm		:30			NM	1 \$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12		10/14/12		M-----				1	\$880.00		
V 22 3		10/02/12	10/05/12	Newschannel 3 News	6-630pm		:30			NM	4 \$5,380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/01/12		10/07/12		-TWTF--				4	\$1,345.00		
V 23 3		10/08/12	10/08/12	Newschannel 3 News	6-630pm		:30			NM	1 \$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12		10/14/12		M-----				1	\$1,345.00		
V 24 3		10/02/12	10/05/12	7-730pm	7-730pm		:30			NM	4 \$5,380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/01/12		10/07/12		-TWTF--				4	\$1,345.00		
V 25 3		10/08/12	10/08/12	7-730pm	7-730pm		:30			NM	1 \$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12		10/14/12		M-----				1	\$1,345.00		
V 26 3		10/02/12	10/05/12	M-F 730-8pm	730p-8pm		:30			NM	4 \$5,380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/01/12		10/07/12		-TWTF--				4	\$1,345.00		
V 27 3		10/08/12	10/08/12	M-F 730-8pm	730p-8pm		:30			NM	1 \$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12		10/14/12		M-----				1	\$1,345.00		
V 28 3		10/02/12	10/07/12	Sunday Prima	7-8pm		:30			NM	1 \$4,705.00

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Contract Dates 10/02/12 - 10/08/12	Product Crossroads GPS
Advertiser Crossroads GPS	Original Date / Revision 07/09/12 / 10/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							Amount
Week: 10/01/12		10/07/12		-----S							
N 29 3	10/02/12	10/05/12	Late News (M-F)		11-1135p		:30			NM	4 \$8,040.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/01/12	10/07/12	-TWTF--									
N 30 3	10/08/12	10/08/12	Late News (M-F)		11-1135p		:30			NM	1 \$2,010.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/08/12	10/14/12	M-----									
N 31 3	10/06/12	10/06/12	Late News (Sa-Su)		11-1135p		:30			NM	1 \$1,520.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/01/12	10/07/12	-----S-									
N 32 3	10/07/12	10/07/12	Late News (Sa-Su)		11-1135p		:30			NM	1 \$1,520.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/01/12	10/07/12	-----S									
N 33 3	10/02/12	10/05/12	Late Night with David Letterman	1135pm-1237em			:30			NM	4 \$3,120.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/01/12	10/07/12	-TWTF--									
N 34 3	10/08/12	10/08/12	Late Night with David Letterman	1135pm-1237em			:30			NM	1 \$780.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/08/12	10/14/12	M-----									
N 35 3	10/02/12	10/07/12	Redskins Overnight	1135-1235xm			:30			NM	1 \$180.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/01/12	10/07/12	-----S-									
N 36 3	10/07/12	10/07/12	1135pm-1205am	1135pm-1205am			:30			NM	1 \$515.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/01/12	10/07/12	-----S									
N 37 3	10/02/12	10/07/12	NCAA Football	Various			:30			NM	1 \$1,400.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/01/12	10/07/12	-----S-									
V 38 3	10/02/12	10/07/12	NFL Today	Various			:30			NM	1 \$1,000.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/01/12	10/07/12	-----S									
V 39 3	10/02/12	10/07/12	NFL Football (Early)	1-5p			:30			NM	1 \$5,000.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/01/12	10/07/12	-----S									
V 40 3	10/02/12	10/02/12	Tuesday Prime	10-11pm			:30			NM	1 \$7,125.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/01/12	10/07/12	-T-----									

Totals 82 \$96,495.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	82	\$96,495.00	\$82,020.75
<b>Totals</b>	<b>82</b>	<b>\$96,495.00</b>	<b>\$82,020.75</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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